

## ABSTRACT OF THE DISCLOSURE

A system and method are proposed in which valuable interactive or non-interactive primary content, made up of streaming audio, video, or binary executable program data such as a game program, or a combination of such data for which value is expected to be paid, is maintained in a contents database and accessed from a server station over a network, wherein the primary content is downloaded into a client-side networked game console. In addition, a customer database containing identifying information about persons accessing the system is maintained on the server side. When the customer accesses the server system over a network, the desired content is downloaded into the client game console together with accessing identifying information about the client from the customer database. On the basis of the identifying information, auxiliary content, such as advertisements which are targeted or customized to a particular customer based the identifying information, are triggered for playback in the client game console. Controls are provided with the game console for enabling the customer to decide whether or not to view the auxiliary content, and information concerning which types of auxiliary content, along with times and durations during which auxiliary content was viewed, are recorded and uploaded to the server. The playback record of the auxiliary content is used as a basis for billing the client and advertisers

for valuable content. The auxiliary content is provided on a detachable storage medium, such as a DVD or CD-ROM inserted into the game console, wherein the detachable storage medium also includes key data thereon for enabling access to the server for a limited time period.